

TPMG Exceptional Contribution Award Winners

2000

Wendy Huber, MD, Dermatology, South Sacramento
Latex Allergy Prevention Program

Tom Kidwell, MD, Ophthalmology, Rancho Cordova
Re-engineering Vision Services

Keith Matsuoka, MD, Head and Neck Surgery, Hayward, Hearing Aid Centers

Barry J. Miller, MD, Orthopedics, San Jose, Medical Spine Unit

Michael Wilkes, MD, Medicine, South San Francisco
Congestive Heart Failure Program

2001

Ernie Bodai, MD, Surgery, Roseville/North Valley, Breast Cancer Stamp

Richard Boise, MD, Pediatrics, Antioch, Pregnancy Teen Counseling Program

Maria Borquez, MD, Pediatrics, Antioch, Pregnancy Teen Counseling Program

Susan Kutner, MD, Surgery, San Jose, Breast Cancer Care Delivery

Brigid McCaw, MD, Medicine, Richmond, Family Violence Prevention Program

2002

Louis Fehrenbacher, MD, Oncology, Vallejo, Oncology Clinical Trials Program

Doug Grey, MD, Surgery, San Francisco, Operation Access

Walter Kinney, MD, Ob/Gyn, Sacramento, Cervical Cancer Screening

Ron Melles, MD, Ophthalmology, Redwood City, TrackER and Notewriter

Michael Wong, MD, Allergy, Stockton, Neighbors in Health

2003

Charles Wibbelsman, MD, Adolescent Medicine, San Francisco
Adolescent Health

Steve Bornstein, MD, Ob/Gyn, South San Francisco
Clinical Information Presentation System

Ronald Bachman, MD, and Edgar Schoen, MD, Genetics
Oakland, Regional Genetics Service

Eleanor Levin, MD, Cardiology, Santa Clara
Cholesterol Management, Cardiac Rehabilitation & Heart Failure Programs

Hernando Garzon, MD, Emergency, Roseville, Urban Search and Rescue

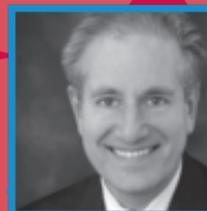
2004

John Chuck, MD, Medicine and Family Practice, North Valley
New Physician Orientation and Mentoring Programs

Scott Gee, MD, Pediatrics, Diablo Service Area
CIPS Preventive Health Prompt

Pat Hybarger, MD, HNS/Mohs, San Rafael
Mohs Surgery Reconstruction Program

Tim Tsang, MD, Urology, San Jose, E-Consult System



2005

TPMG
Exceptional
Contribution
Award

2005

Award Winning
TPMG Physicians



The "Exceptional Contribution Award" was established by the TPMG Board of Directors in 2000 to honor physicians who have been instrumental in the development and dissemination of new ideas that have had a significant impact on patients, colleagues and the broader community. The recipients featured inside will receive awards in recognition of their exceptional contributions to service and access, quality and professional satisfaction.

Towie Fong, MD

MEDICINE, SAN FRANCISCO

Bicultural/Bilingual Chinese Care Module

Long before culturally competent care became a catchphrase, Dr. Fong was championing the importance of addressing the cultural health needs of KP members. In 1996, he realized his dream of creating the first bicultural, bilingual Chinese module in Kaiser Permanente.



What started as a staff of 15, has grown to 35 people, including 12 Chinese doctors, 1 Vietnamese doctor, 12 medical assistants, 2 diabetes educators, a nurse case manager, a behavioral medicine specialist and a physical therapist. This bilingual/bicultural staff provides care to approximately 24,000 Chinese members. "Before I started the module, I was considering an early retirement," Dr. Fong explains.

"But having this purpose in my life really rejuvenated me." The model was used to create San Francisco's Hispanic and HIV/AIDS modules during the subsequent two years. Dr. Fong also has shared his expertise with other KP Regions: helping set up a Hispanic Module in Colorado, an African American Module in Ohio, and Hispanic, Chinese and Armenian Modules in Southern California. Based on his experience, in 2001

Dr. Fong was invited to serve as the only practicing physician on a panel convened by the Health Resources and Services Administration, to develop cultural competency indicators that will be used to assess federally funded health care organizations throughout the United States.

"You cannot deliver good medicine unless you take into account the cultural values and health practices of your patients."

Preston Maring, MD

OB/GYN, OAKLAND

Friday Fresh Farmers' Market

Before there was Thrive, there was the Friday Fresh Farmers' Market in Oakland. Noticing a group of vendors selling jewelry in the hospital lobby, Dr. Maring wondered what the medical center could offer that would be more consistent with the program's mission.



The answer came to him, and less than a year later, in May 2003, the Farmers' Market was born. The outdoor market includes up to eight purveyors of organic fruits, vegetables and breads, and attracts an average of 500 shoppers weekly-- employees, patients and members of the community.

"I like having people come up to me in the medical center and tell me their personal stories about the market," he relates. "One of our staff told me how thrilled he was that he had made a salad; another told me that since we started the market she had lost 20 pounds and her son was finally eating breakfast,

including fresh fruit." Dr. Maring also helped establish markets at eight facilities in Northern California and two in Hawaii, with more in the planning stages. His "recipe of the week" featuring seasonal produce is distributed via e-mail and the recipes are archived on the Thrive website. Dr. Maring also

serves on KP's National Food Policy Workgroup and hopes, over time, to incorporate locally grown, organic produce into the meal services for patients and staff in our medical centers.

"It's a joy to me to have been able to do something that makes people feel good about coming to work at the medical center."

Mary Pat Pauly, MD

GASTROENTEROLOGY, NORTH VALLEY

Hepatitis C Care Pathway

In 1997, faced with an epidemic that was larger than HIV/AIDs, Dr. Pauly pioneered a method for educating and treating patients with Hepatitis C. This approach is now used throughout Kaiser Permanente, and in other medical institutions around the country.



"In the late 1990s, the GI departments were getting flooded with referrals to see patients with Hepatitis C," Dr. Pauly relates. While treatment options at the time were limited and not very effective, lifestyle modifications, such as eliminating alcohol and drugs, had been shown to positively influence the natural history of the disease. Therefore, Dr. Pauly developed a class, taught by a nurse and physician, for patients newly diagnosed with Hepatitis C.

"One of the most rewarding aspects of our model of care is empowering patients so they can be active participants in the management of their disease."

Patients identified through the class as good candidates for treatment would be referred to a gastroenterologist; others were encouraged to make appropriate lifestyle changes and monitored over time. Based on the success of this approach in the North Valley, in 1998, Dr. Pauly assembled a multi-disciplinary taskforce that developed a care pathway spanning the spectrum of care: including screening, diagnosis, patient education, evidence-based treatment and follow-up protocols. Dr. Pauly also has been involved in clinical research, searching for answers to important questions surrounding the care of patients with Hepatitis C.

Charito Sico, MD

PEDIATRICS, FRESNO

Community Health Fair

Practicing medicine in an area where 50% of the population is uninsured, Dr. Sico is acutely aware of the unmet health care needs of her neighbors. So, in addition to fulfilling her duties as Chief of Pediatrics for Fresno, and as Physician-in-Charge, responsible for opening satellite medical offices in Selma and Clovis, she decided to do something for the community.



In partnership with Shirley Steinbeck, RN, Medical Group Administrator, Dr. Sico organized Fresno's first annual Neighbors in Health event in August 2002. Now in its third year, the health fair mobilizes 250 Kaiser Permanente physicians, nurses and employees, together with the Buddhist Tzu Chi Clinic, which provides dentists, acupuncturists and other volunteers. Participants receive blood pressure checks; blood tests; basic physical exams, including breast exams for women; dental check-ups; and free medications. "We have a referral system for people we find who have serious health issues," Dr. Sico reports, "such as the gentleman in his fifties whose blood sugar was nearly 1000, but who had no idea he was diabetic." The 2004 event provided services to 800 members of the Fresno community.

"The health fair gives me the opportunity to help people who really need care, regardless of their financial situation."

David Sobel, MD

MEDICINE, SAN JOSE, AND MEDICAL DIRECTOR OF REGIONAL HEALTH EDUCATION

Health Education and Health Promotion

For 25 years, Dr. Sobel has been creating, developing and disseminating health education programs that support KP members throughout the continuum of care.



Highlights include such innovations as the self-care education programs, including the *Healthwise Handbook* and the lay-led Healthier Living Program to empower members with chronic conditions; Mind/Body Medicine Programs to help members manage stress-related problems; and Chronic Conditions Management Programs, which include an array

"Members are the true primary care providers, and our job is to educate, equip and empower them to be active partners with care professionals."

of educational and care management programs for patients with asthma, diabetes and other conditions. However, when TPMG physicians refer their patients to one of these programs, they aren't necessarily thinking of Dr. Sobel, which is just the way he likes it. "One of the things that gives me the most gratification is when the ownership of the programs by the Medical Group is so great that their origins can no longer be traced to me or the teams that I worked with to develop them," he comments. Not only have the numerous programs initiated by Dr. Sobel and nurtured by his leadership spread throughout Northern California, many of them have been adopted by Kaiser Permanente regions nationwide, and four have received the prestigious James A. Vohs Award for Quality. In addition to his work at the regional offices, Dr. Sobel manages a small adult medicine practice at San Jose, which provides him with the opportunity to see how his innovations in health education integrate with patient care.